



**The Partnership for an HIV-Free Generation
Mass media work plan
February 24, 2009**

1. Overview of The Partnership for an HIV-Free Generation

The Office of the Global AIDS Coordinator (OGAC) has selected the U.S. President's Emergency Plan for AIDS Relief (PEPFAR) program in Kenya to support implementation of The Partnership for an HIV-Free Generation (HFG), a pilot program of "saturation" prevention for youth age 10-24, implemented through an innovative, complex, and mutually-reinforcing network of public-private partnerships. Saturation means enveloping youth with comprehensive programs that adequately meet their needs and comprises the following:

- Delivery of the comprehensive package of youth friendly services
- Linkages and referrals across programs and among stakeholders within an area to better serve the youth
- Use of mass media to compliment and reinforce the delivery and access of the products and services at grassroots level.

HFG will apply the tools of the information age and the core competencies of the private sector, including faith-based institutions, to complement and expand youth-focused HIV prevention and awareness programs. Building on private sector expertise and the technical knowledge of PEPFAR and its prevention partners, the initiative will seek to promote positive behavior change, linking young people to economic opportunities and skills, and empowering youth to make healthy decisions about their futures.

The private sector partners include APCO Worldwide, Bill & Melinda Gates Foundation, Coca-Cola Africa Foundation, Draper Richards, Girls Scouts, Global Business Coalition, Grass Roots Soccer, Hasbro, Intel, Junior Achievement, Kaiser Family Foundation, Micato Safaris, Microsoft, MTV, Nike Foundation, Rotarians for fighting AIDS, TechnoServe and Warner Bros, Proctor and Gamble and Mitchel Silberberg & Knupp LLP.

HIV-Free Generation programs will be implemented at schools and educational centers, youth centers, religious centers, business centers, health centers and recreational facilities to meet youth "where they are" (and where they want to be). HIV-Free Generation strategies will include traditional behavior change approaches such as media campaigns and community-based programs as well as other innovative mass-media, interpersonal and electronic communications such as internet and mobile communications. These will be adapted to match youth interests, lifestyles and needs with the recognition that desires to "belong" and to "be cool," including self-image and peer pressure. These are potent determinants of behavior among youth worldwide. Youth will be engaged at all levels of developing, implementing, and assessing the initiative with appropriate involvement of experts including adults in various areas.

The overriding goal of HIV-Free Generation is to coordinate an effective, evidenced-based approach to youth-focused HIV prevention programming and contribute to reducing HIV incidence among youth aged 10-24. Programs will be monitored and evaluated to track positive behavior change outcomes.

Program outcomes:

- Improved HIV prevention education and knowledge
- Increased adoption of safe health behavior by young people



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- Creation of an enabling environment to maintain safe behavior
- Improved access to opportunity for young people

2. The G-Pange youth lifestyle brand

G-Pange is a youth lifestyle brand. G-Pange means “sort yourself out” or “put your house in order”. G-Pange seeks to create a unified youth lifestyle brand that will empower young people to make the right choices and inspire them to live healthy, productive lives that will help realize an HIV-Free Generation. G-Pange programs and activities will disseminate HIV prevention messages and skills that integrate and reflect popular youth lifestyle and interests centred on music, entertainment, sports, fashion, relationships, information and communication technology. In order for the youth and the general population to understand the G-Pange lifestyle, 5 philosophies have been developed in youth friendly language and they are:

- “*G-Jue hali yako*”: encourages youth to know their HIV status and that of their partner
- “*G-Fahamishe*”: persuades youth to increase their education and knowledge on HIV and in other academic pursuits
- “*G-Inue*”: endorses the importance of youth engaging in economic opportunities
- “*G-Amini*”: underscores the importance of building self esteem and assertiveness to overcome peer pressure and to make smart choices
- “*G-Kinge*”: gives a call to action for the youth to protect themselves from infection by avoiding risky behaviour and adopting safer sex practices

The G-Pange lifestyle will be largely communicated through multi-media activities; and reinforced and entrenched through on-the-ground community based efforts and facilities. Mass media strategies aim to increase the demand for prevention products and services offered at community level facilities. This will be achieved through the delivery of prevention messages in youth friendly language that should lead to positive behavior change.

3. G-Pange multi-media (mass media) programs

The primary goal of the mass media activities will be to ensure **continuous, effective** use of multiple communication channels to achieve positive changes in HIV/AIDS related knowledge, attitudes, beliefs and practices among youth ages 10 to 24. The interventions must be continuous and long term to break through the clutter of competing demands perpetuated by popular youth culture of music, fashion and pop icons; communicated largely through media. The mass media campaigns seek to assertively compete with secular activities that promote risky behavior.

The mass media channels to be used include traditional mass media such as television, radio, print and outdoor as well as new-age information technology channels including internet, use of cell phones and video games. The programs will address individual, community and environmental factors that fuel practice of risky behavior; strengthen linkages and referrals across programs and among stakeholders. The mass media activities



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will compliment and reinforce the delivery and access of the comprehensive products and services at grassroots level. This is in an effort to deliver a unified youth lifestyle brand that will empower young people to make the right choices and inspire them to live healthy, productive lives.

There are 2 work streams in the multimedia programs:

1. G-pange multimedia campaign (discussed in this document)
2. MTV Staying Alive media programs

MTV Staying Alive is a successful global mass media campaign that reaches young people globally with awareness and prevention information on HIV/AIDS. Launched in 1998, the campaign, which is a partnership driven campaign, is the largest of its kind in the world. MTV Staying Alive is committing the following contributions to support HFG in Kenya:

- Long form programming for rights free distribution on Kenyan local TV
- Radio versioned programming to complement the TV long form
- Mobile component for their on-air program to reinforce messages
- Localized website site for young Kenyans, using a locally based street team as well for streaming content and adding locally relevant content
- Staying Alive in A Box (SAIB) toolkit for effective peer education to reach young people with Staying Alive programming through peer education
- SAIB Training of trainers and of peer educators, on how to use Staying Alive in a Box for peer education

MTV Staying Alive will be responsible for the development and production of key concepts and creatives and distribution of materials. PEPFAR and HFG will advice and align messages to meet the needs of the Kenyan youth and advice to ensure all materials are culturally appropriate and in context. HFG will ensure the materials are aligned to the G-Pange multimedia campaign and co-branding of the materials.

The first phase of the G-Pange campaign will target the urban youth due to the high HIV prevalence in urban areas. However, rural mass media campaigns are critical and will need to be developed in tandem or in a subsequent phase. According to the Kenya AIDS Indicator Survey (KAIS) 2007, HIV prevalence in rural areas is much lower than in urban areas. However, 3 in 4 Kenyans live in rural areas, hence the burden of HIV in rural areas. Development of rural mass media campaigns will require more time to meet the diverse profiles of rural populations including language, culture and accessibility of media channels.

Objectives of the mass media campaign

1. To increase the proportion of youth with correct knowledge on HIV/AIDS prevention strategies
2. To promote increased risk perception for HIV infection among youth
3. To promote increased uptake of voluntary counseling and testing services among youth



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4. To promote adoption of safer sex practices among youth
5. To promote an enabling environment to maintain safe behavior
6. To promote a unified brand for youth prevention programs

3.1 The Multi-Media Messages

The main messages that will be delivered across the media channels will include the need for testing. According to the KAIS 2007: The Government of Kenya aims to achieve 80% testing by 2010. There has been success in increasing testing but more needs to be done to achieve this target. It is important to note that 80% of people infected with HIV are not aware of their status. 45% of those never tested said the reason they had not tested was their perception of being at low or no risk. Therefore the testing campaigns will aim at increasing the risk perception and encouraging testing.

Other key issues from the KAIS 2007 that could inform the G-Pange lifestyle campaign include:

- Youth present a window of opportunity for prevention of HIV
- Programs that target girls and youth in rural areas need strengthening
- Increased efforts to address low perception of risk
- Promotion of male circumcision
- Low awareness of HIV status is a barrier to care and treatment
- Radio is the main source of HIV information for youth, thus an important communication tool for programs

In developing the G-Pange multi-media activities, feedback received from PEPFAR implementing partners and findings from the G-pange research will be incorporated. Feedback received highlighted the need for active and meaningful engagement of youth, partners and stakeholders in order to achieve sustainability, traction and the desired outcomes. The Partnership will engage and involve relevant stakeholders in the design, planning and implementation of the G-pange multi media programs.

3.2 Multi-media program stakeholders:

- Youth with an elect few serving in the G-Pange steering/advisory committee
- Youth-interfacing PEPFAR implementing partners with representatives also serving in the steering/advisory committee
- The Government of Kenya representatives
- Other stakeholders including parents, teachers, religious and opinion leaders
- Private sector partners including advertising and communicating professionals



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These stakeholders will be involved in the development of Behavior Change Communication (BCC) messages and information education and communication (IEC) materials; and in the design, planning and implementation of community events and activations related to the multi-media campaign.

3.3 Multi-media programs outputs:

- Television and radio content
- The G-Pange website
- IEC materials including posters, fliers, stickers, T-shirts with messages; branding of Matatus; support G-Pange column on the Insyder magazine
- Billboards/murals in major urban centers
- Community/special events/activations including concerts, road shows, debates and community rallies

a) Television and Radio Content

Young people in Kenya especially in the urban setting enjoy watching television and listening to the radio. Though this will be an expensive component, we believe that its reach and sustained messages through time, can serve as a powerful strategy to promote community dialogue and individual behavior change. The television and radio content will include:

- Public service announcements (PSA's)
- Talk shows that are interactive and guided by subject matter experts.
- Weave messages into popular soap operas/ drama – long-form programs
- Reality shows.

b) Website and Information Communication Technology

Young people in Kenya like in other parts of the world enjoy using technology tools for leisure, interaction and education. Youth will be reached through: the G-pange website that will provide information including interactive forums like blogs and streaming of videos which will include the PSAs, support toll free help lines for youth and use of mobile phone messaging. Youth with relevant skills to manage update and develop content for the website will be engaged. The website will provide programs information and activity schedules for implementing partners programs

c) Information Education Communication Materials

Information education communication materials will be developed to reach the youth with more in depth behavior change messages and prevention information. The IEC materials will be distributed through the PEPFAR implementing partners and their youth networks. Materials will include: brochures, posters, fliers, merchandise (T-shirts, magazines, wrist bands, bandanas etc) and sponsoring columns in popular youth publications and magazines that will reach the youth with behavior change messages. Vehicle branding through use of special stickers with



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messages will be produced and placed in public transportation means such as *Matatus*. Youth will be engaged in designing and production of the various materials when possible.

d) Billboards and Murals

Billboards have been proved to have a high impact on awareness. However due to the high cost of billboards other cost effective options will be explored. These include placement of murals and wall-branding in strategic locations. Qualified youth will be engaged in drawing the murals. Selection of the mural sites and locations will be guided by implementing partners who serve in the various towns.

e) Community activations /Special Events

Community and special events will be held in the various towns and centres. These events will be jointly planned with the implementing partners. The events could be aligned to other major events including World AIDS Day, sport events, youth weeks that are coordinated by the Government and other stakeholders. Events could include stakeholders meetings, public lectures, sports events, concerts, road shows, debates and community rallies. The purpose of these events will be to:

- Promote awareness of HIV/AIDS, VCT and other prevention strategies
- Provide exciting opportunities for youth, care-givers/ guardians and adults to engage in HIV issues as a community
- Promote future collaboration among HIV-related youth-serving organizations and other stakeholders and serve to strengthen the existing network of programs
- Build support among policy makers and other gatekeepers for the programs at the national and regional levels
- Create a “buzz” and awareness around the programs theme and messages
- Maximize opportunities for free media coverage about HIV by enlisting media houses
- Encourage healthy, fit, and confident lifestyles among youth.



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4. Mass media work plan

Activity	Responsibility	Jan-Feb	Mar-Apr	May-Jun	Jul-Aug	Sep-Oct	Nov-Dec
Stakeholders							
Identify and mobilise stakeholders	HFG/PEPFAR/Implementing partners						
Establish an advisory body and steering committee	HFG/PEPFAR/Implementing partners						
Steering committee bi-monthly meetings	Steering committee						
Message Development (TV, Radio, IEC, Outdoor)							
Hold workshops/meetings/consultations to identify key information gaps to be addressed	PEPFAR, partners, steering committee						
Hold workshops/meetings/consultations to set behaviour change objectives& Indicators	PEPFAR, partners steering committee						
Hold workshops/meetings/consultations to identify communications channels	PEPFAR, partners steering committee						
Hold workshops, meetings and consultations to validate creative brief	Steering Committee						
Select and contract advertising agency	PEPFAR/USAID						



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Activity	Responsibility	Jan-Feb	Mar-Apr	May-Jun	Jul-Aug	Sep-Oct	Nov-Dec
for creative and graphics							
Conduct focus groups and meetings to develop and test concepts	Advertising agency & HFG						
Conduct focus groups and meetings to test and validate messages	Advertising agency and HFG						
Finalize and approve the communication materials	Advertising agency Steering committee HFG, PEPFAR						
Production of materials	Vendors						
Launch of multi-media campaign	Implementing partners, HFG						
Distribution of materials (IEC) to youth/community	Implementing partners						
Website and ICT Management							
Joint review of website	HFG/Advisory committee						
Identify key information gaps and sources	HFG/Advisory committee						
Identify youth to manage and source for web content	HFG/Advisory committee						



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Activity	Responsibility	Jan-Feb	Mar-Apr	May-Jun	Jul-Aug	Sep-Oct	Nov-Dec
Continuous update of site	Contracted youth						
Community Events							
Design and plan joint community events	HFG & implementing partners						
Implementation of event	HFG & implementing partners						
Monitoring and Evaluation							
Develop media campaign M&E action plan							
Conduct continuous monitoring and course correction	HFG						
Campaign evaluation	HFG and external evaluator						
Plan and design rural programs/phase 2 programs	Steering/advisory group, HFG						



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-Pange mass media campaign M&E plan

Mass media outputs tracking

No.	Objective	Outputs	Indicators (population data disaggregated by sex and SES)	Means and sources	Frequency of reporting	Responsible entity
1	Pre-campaign implementation analysis and planning	Youth sexual behavior and habits analysis	Behavioural surveillance study reports analysed	- Behavioural surveillance study report - Youth sexual behavior and habits analysis report	Pre campaign implementation	PMC – Senior M&E Specialist & Evaluation agency
		Youth lifestyle habits analysis	Youth lifestyle habits syndicated studies and research reports analyzed	- Syndicated studies and research reports - Youth lifestyle habits analysis report	Pre campaign implementation	PMC – Senior M&E Specialist & Evaluation agency
		Youth media (both traditional and new media) consumption habits and patterns analysis	Media consumption syndicated studies and research reports analyzed.	- Syndicated studies and research reports - Youth media consumption habits analysis report	Pre campaign implementation	PMC – Senior M&E Specialist & Evaluation agency
2.	Development of campaign concepts and messages	G-Pange campaign concepts developed	# G-Pange communication concepts - Themes - Messages - Design elements etc	G-Pange concept testing reports	Pre campaign implementation	PMC – Senior M&E Specialist & Evaluation agency
3.	Promotion of a unified brand for youth prevention programs	G-Pange television content	# G-Pange TV content aired disaggregated by hour/day/week/month and TV station	Media monitoring reports e.g. Steadman reports	Monthly	PMC – Senior M&E Specialist & Evaluation agency
		G-Pange radio content	# G-Pange radio adverts aired disaggregated by	Media monitoring reports e.g. Steadman reports	Monthly	PMC – Senior M&E Specialist &



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No.	Objective	Outputs	Indicators (population data disaggregated by sex and SES)	Means and sources	Frequency of reporting	Responsible entity
			hour/day/week/month and radio station			Evaluation agency
		G-Pange print media (news papers Magazine etc) content	# G-Pange print media content published disaggregated by day/week/month and publisher	Media monitoring reports e.g. Steadman reports	Monthly	PMC – Senior M&E Specialist & Evaluation agency
		G-Pange Billboards/Murals in major urban centers	# billboards/Murals carrying G-Pange messages disaggregated by sites and duration on sites	Media monitoring reports e.g. Steadman reports	Monthly	PMC – Senior M&E Specialist & Evaluation agency
		Below the line and targeted media				
		G-Pange website	G-Pange Website hits per day/week/month	We site logs	Monthly	PMC – Senior M&E Specialist & Evaluation agency
			G-Pange Website access levels - Content - web page(s) - links	We site logs	Monthly	PMC – Senior M&E Specialist & Evaluation agency
		IEC materials including posters, fliers, stickers, T- shirts with messages distributed	# G-Pange IEC materials distributed disaggregated by type of material and content	IEC materials distribution records and reports	Monthly	PMC – Senior M&E Specialist & Implementing partners
		Matatus branded with G-Pange messages	# of matatus branded with G- messages by region	Matatu branding reports	Monthly	PMC – Senior M&E Specialist & Evaluation agency
		Community/special events/activations : - concerts - road shows - debates - community	# of community/special events/activations successfully conducted by region	Event reports	Monthly	PMC – Senior M&E Specialist & Implementing partners
			# of youth reached with HIV prevention and behaviour change messages through community/special events/activations	Event reports	Monthly	PMC – Senior M&E Specialist & Implementing partners



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No.	Objective	Outputs	Indicators (population data disaggregated by sex and SES)	Means and sources	Frequency of reporting	Responsible entity
		rallies - School outreach - etc	(disaggregated by event type)			

Mass media campaign outcomes

No.	Objective	Outcomes	Indicators (data disaggregated by sex and SES)	Means and sources	Frequency of reporting	Responsible entity
1.	Pre-campaign implementation analysis and planning	Youth sexual behavior and habits analysis	Youth sexual behavior e.g. - Sexual debut - Partners - Concurrency - Condom use - etc	- BSS studies, KAIS and other research reports - Youth sexual behavior analysis report	Pre campaign implementation	PMC – Senior M&E Specialist & Evaluation agency
		Youth lifestyle habits analysis	Youth lifestyle psychographics	- syndicated studies and research reports - Youth media consumption habits analysis report	Pre campaign implementation	PMC – Senior M&E Specialist & Evaluation agency
		Cost effective communication channels and media identified for the G-Pange campaign	Youth consumption habits of traditional media (TV, radio, newspapers, magazines, billboards) by hours, days and months.	- syndicated studies and research reports - Youth media consumption habits analysis report	Pre campaign implementation	PMC – Senior M&E Specialist & Evaluation agency
			Youth consumption habits of new media (mobile phones, websites etc) by hours, days and months	- syndicated studies and research reports - Youth media consumption habits analysis report	Pre campaign implementation	PMC – Senior M&E Specialist & Evaluation agency
2.	Development of campaign concepts and	Effective communication concepts identified and developed for the G-Pange	G-Pange communication concepts (themes, messages, design elements etc)	G-Pange concept testing reports	Pre campaign implementation	PMC – Senior M&E Specialist &



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No.	Objective	Outcomes	Indicators (data disaggregated by sex and SES)	Means and sources	Frequency of reporting	Responsible entity
	messages	campaign				Evaluation agency
3.	Promotion of a unified brand for youth prevention programs	G-Pange brand awareness	G-Pange brand awareness among youth aged 15-24 (ever heard of G-Pange or seen a G-Pange advert/message)	Campaign evaluation reports	Quarterly	PMC – Senior M&E Specialist & Evaluation agency
			Sources of G-Pange awareness - Above the line media sources - Below the line media sources	Campaign evaluation reports	Quarterly	PMC – Senior M&E Specialist & Evaluation agency
			G-Pange message/adverts recall - spontaneous, unaided and aided - Verified noting	Campaign evaluation reports	Quarterly	PMC – Senior M&E Specialist & Evaluation agency
			Ranking of sources of G-Pange awareness among youth aged 15-24 - Above the line media sources - Below the line media sources	Campaign evaluation reports	Quarterly	PMC – Senior M&E Specialist & Evaluation agency
			Attribute rating of sources of G-Pange awareness among youth aged 15-24 - Above the line media sources - Below the line media sources	Campaign evaluation reports	Quarterly	PMC – Senior M&E Specialist & Evaluation agency
		G-Pange brand linkages and identity	Identification and linkage of messages and advertisements to G-Pange by the youth	Campaign evaluation reports	Quarterly	PMC – Senior M&E Specialist & Evaluation agency
		G-pange brand perceptions	G-pange brand likes and dislikes by the youth	Campaign evaluation reports	Quarterly	PMC – Senior M&E Specialist & Evaluation agency
		G-Pange brand associations and attributes	- G-Pange brand imagery - G-Pange brand associations - G-Pange brand perceptions - G-Pange brand attributes rating	Campaign evaluation reports	Quarterly	PMC – Senior M&E Specialist & Evaluation agency
		G-Pange brand competitiveness	G-Pange share of mind against popular youth commercial brands	Campaign evaluation reports	Quarterly	PMC – Senior M&E Specialist



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No.	Objective	Outcomes	Indicators (data disaggregated by sex and SES)	Means and sources	Frequency of reporting	Responsible entity
						& Evaluation agency
		G-Pange brand value	G-Pange brand equity	G-Pange brand equity variables analysis report	Quarterly	PMC – Senior M&E Specialist & Evaluation agency
		G-Pange Communication effectiveness	Key message takeout by the youth	Campaign evaluation reports	Quarterly	PMC – Senior M&E Specialist & Evaluation agency
		Motivation for positive behaviour change among youth	Youth reporting intention to adopt positive behavior change as a consequences of exposure to G-Pange messages e.g. <ul style="list-style-type: none"> - Uptake VCT - Use condoms - Reduce number of partners - Delay sexual debut - Primary abstinence - Secondary abstinence - Partner faithfulness - Engage in skills building, mentoring, job placement and entrepreneurship initiatives - etc 	Campaign evaluation reports	Quarterly Endline	PMC – Senior M&E Specialist & Evaluation agency